

DECEMBER

2010



NEW

HEARTS

NEW

BONES



This Magazine
Is
Free
Please Take One



Can you change the world in 30 days?

The average adult will laugh 15 times a day.
Compare that to a child who will laugh
up to 400 times a day.
begin to take a walk



You've always dreamed of busting out
of the cubicle and doing your own
thing. "True courage involves
doing the right thing despite the
potential consequences."



Welcome to:
NEW HEARTS NEW
BONES ISSUE #2
DECEMBER 2010

The Hottest New Trends
Coming at You!
Beauty and fashion like you've never
seen them

a critical look at
consumerism

What PEOPLE ARE TALKING
ABOUT

"Take care of yourself!" screamed the Red Queen,
seizing Alice's hair with both her hands.
"Something's going to happen!"

GET OUTSIDE

the mathematics of evil
Raegan Butcher
he knows the truth
of the world
he sees it every day
everywhere he looks
he sees veiled acts
of aggression
subtle threats
get in line or else
he knows the strong
dictate the weak

the seeker
Raegan Butcher

i am looking for it
because i don't have it
and i need it
i am looking for it
on the floor
under the bed
in the closet
in my head
in movies and books
in the touch
of a woman's wet clinging lips
in songs and music
i find little bits
but i'm always searching
i'm never content
restless and wanting
looking for it
looking for it
at the lost and found
in cities and towns
in words and sounds
in the eyes of strangers
i pass on the street
in the facial expressions
of people i meet
i'm looking
i'm looking
i'm looking
and i'm not
finding
it

Warm up
to winter

he knows might makes right
he knows civilization is a lie
he knows

It's a brand new day.

The Power of One

Nature gave us one tongue and two ears so we could hear twice as much as we speak.

watching less TV

Where you go to school doesn't define you or your accomplishments, "Your life is what you make of it."

NO FEAR.

Being outside makes me feel alive and happy.

I see you.

LIVE LIFE

we walk as 1

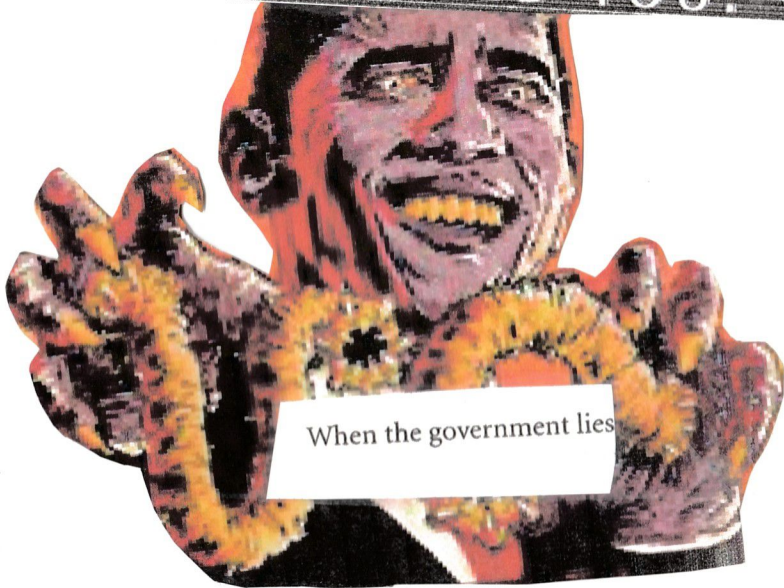
PEOPLE ARE TALKING ABOUT

the total transformation of Western civilization and life itself.

is your ~~the~~ art thirsty?

KNOWLEDGE

**YOUR GOVERNMENT
HAS FAILED YOU.**



When the government lies

Create change and build a better future.



"We must use our lives to make
the world a better place to live, not
just to acquire things. That is
what we are put on the earth for."

DOLORES HUERTA



HEAVY THINGS...

Talk about these issues

with your friends
and family.



I constantly feel
consumed by
sadness. When
will I begin to
feel more like
my usual self?

the corporate media

Is Brainwashing You

WE ARE NOT KIDDING



Questions

Do you need a life makeover?

START AT THE ROOTS

wake-up call

marie claire
GLAMOUR
SELF and
Cosmo

do not care ABOUT WOMEN

**THEY DON'T GIVE A
FUCK ABOUT YOU**

INSIDE EVERY BLONDE
IS A BLONDER

ADVERTISEMENT

PERFECT TAN

IT'S FLAWLESS

**LOOKING GLAMOROUS
HAS NO LIMIT**

BEFORE

AFTER 8 WEEKS

BE STUPID

DIESEL

Come find what's hot for fall!

buy

**STUPID IS
SPREADING.**

harness their seductive power with makeup.

Are girls getting meaner?

Lashes you lust after.

Get 4x brighter eyes*

**TODAY'S THE DAY TO
BE ON DISPLAY**

Feel twice as romantic
to get twice the kisses.

IT'S YOUR CHANCE.

Tempt your eyes with color in
12 stunning palettes.

living doll

yes

TAKE HOME TWICE AS MUCH

Pledge allegiance to pretty

How to look expensive

GO SHOPPING **SHOP** Shop

indulge yourself a little. Go Shopping

You want it. You need it. Indulgence

Without our chewing gum, no one will want to kiss you. Without our deodorant, no one will want to touch you. Without our lipstick, you won't catch anyone's eye. Without our athletic shoes, you won't be able to keep up with the guys. Without our cigarettes, sophistication escapes you. Without our cleaning products, no one will want to come home to you. Your children won't have any games to play without our toys and cartoons. She won't enjoy the date unless you take her to see one of our movies. The fun hasn't really started until you have our beer in your hand. How can you feel free and alive without our new sports car?

Consider all your leisure-time activities and you'll see: you're not having fun unless you're paying for it.

We play on your insecurities, on your fears and anxieties. There are products for every human activity, even sex, because the things that are *natural* and *free* are not good enough without our synthetic supplements. Eventually you're so conditioned that you'll pay for the most useless of products, just to be paying for something. And should you ever try to step outside our system, you'll see that we really have made it impossible to be a human being without our products: you must pay to eat, pay to sleep, pay to keep warm, pay for a space just to exist.

Shop

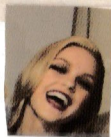
Sleek curves that crave attention...

your obsession.

to be perfect.

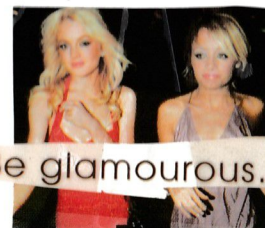
BUY CONSUME

toys to have and to hold
Toys to learn from and love



DUMB!

Today there is a booming discontent industry, consisting of entrepreneurs who cash in on your misery by selling you products that describe and decry it. Thus the exchange economy finds a place even for its enemies: perpetuating both industry and discontent as we struggle to fight them, we keep the wheels turning by selling more merchandise. And as in every other aspect of your lives, your real desires to make something happen are channeled into consuming—and your own abilities and potential are displaced, projected onto the "revolutionary" items you purchase.



Be glamorous.

UGLY! Follow directions.

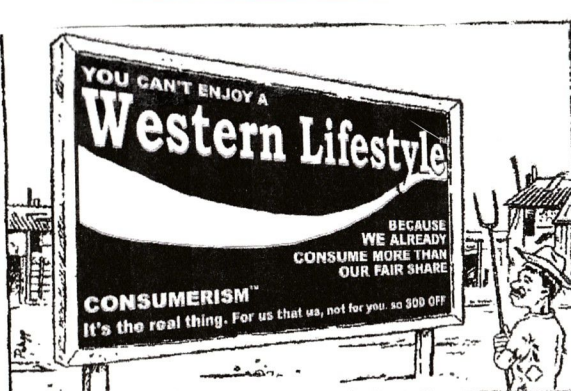
Advertisement
“Good clothes open all doors.”

Fish. Explore the shore. Listen to the ripple of the waves. Today, life is perfect. And in your cotton flannel, Oxbow Bend shirt, life couldn't be more comfortable. Just you and the water, savor the moment.

Don't Be yourself

Jessica Simpson is too fat. Lindsay Lohan is too thin.

flawless



The richest fifth of the worlds population is able to monopolise 83% of its wealth, while the poorest fifth is left to subsist on only 1.5% and the gap continues to rise.

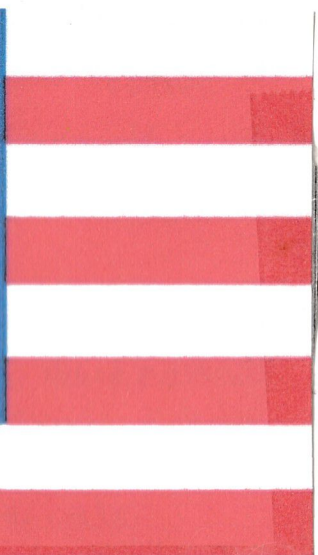
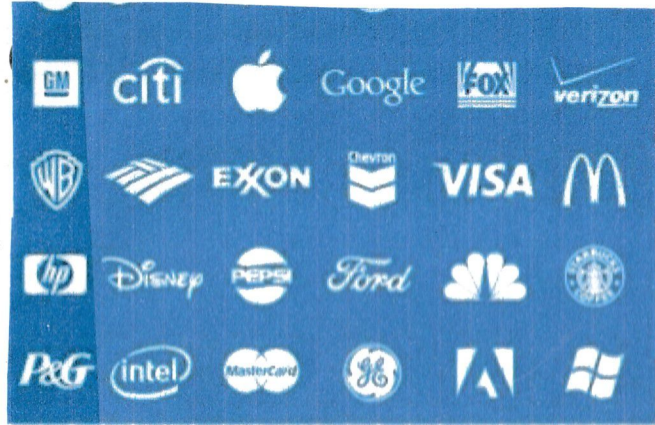
Our affluence depends on their poverty.

During the East African famine of 1984-85, Ethiopia continued to export grain to be used as cattle feed in Europe. Their people starved so that we could eat hamburgers.

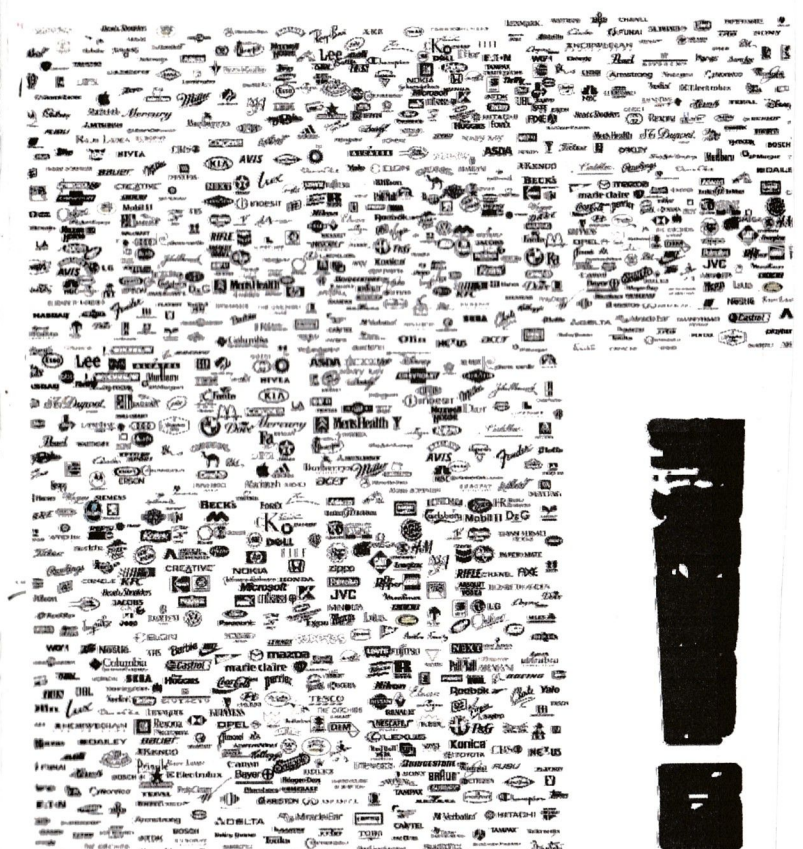
Do we really deserve so much more than our fair share of resources?

The environment cannot sustain even the present levels of consumption, let alone the prospect of the developing world coming 'up' to our 'standard of living'. Every bit of plastic packaging represents pollution and the depletion of a non-renewable resource. Every litre of petrol represents further global warming. Every mahogany loo seat means another bit of tropical rain forest gone forever.

you can't
buy love
you can't
sell feelings



FREE CHOICE



Are you Happy?

Have you ever bought a skin cream that changed your life?

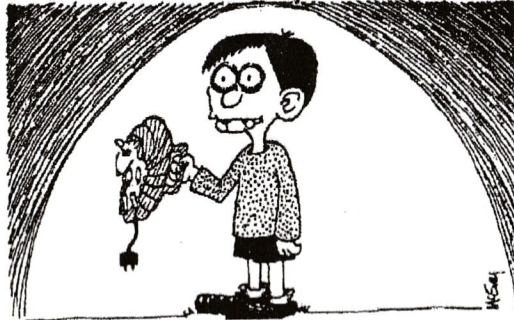
A Washing powder that made you deliriously happy?

A car that fulfilled your every dream?

This is what adverts promise, but never deliver.

WHAT DO WE REALLY GET OUT OF SHOPPING?

You can't buy what the adverts offer...



AFTER SEEING THE ADD ON TV
LITTLE BOBBY STIMCHUK BECAME DESPERATELY AWARE
OF HIS NEED FOR AN ELECTRIC ARMADILLO

HAPPINESS?

- In the knowledge that you are not consuming more than your fair share?

FREEDOM?

- From consumerist obsession?

SEX?

- Do it for real!!!

COOL?

- Be cool by not believing the hype

INDIVIDUALITY?

- You've already got it
It really doesn't matter what you wear, buy, eat or drink

BELONGING?

- Spend more time with friends and family for a real feeling of belonging

Another wasted Saturday spent pounding the streets?
Working extra hours to clear that VISA bill before Christmas?

Oh the joy of life on the consumer treadmill - work, earn, shop; work, earn, shop ...

IF WE ROB THE BANKS
IT'S BECAUSE WE HAVE RECOGNIZED MONEY
AS THE CENTRAL CAUSE OF ALL OUR MISERY

IF WE SMASH THE WINDOWS

IT'S NOT BECAUSE LIFE
IS EXPENSIVE

BUT BECAUSE COMMODITIES

PREVENT US FROM LIVING

AT ALL COSTS

IF WE BREAK THE MACHINES

IT'S NOT BECAUSE

OF A WISH TO PROTECT WORK

BUT TO ATTACK THE SLAVERY OF SALARY

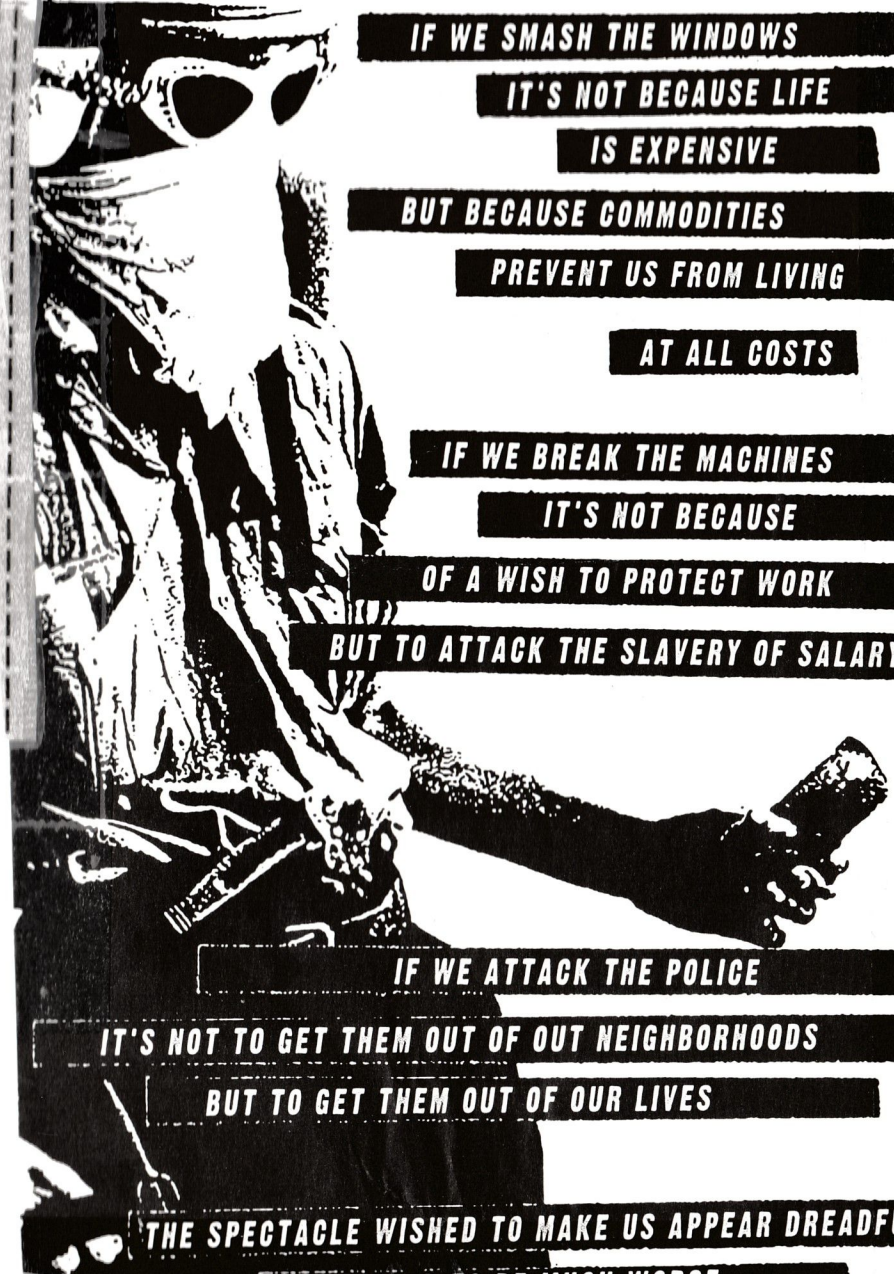
IF WE ATTACK THE POLICE

IT'S NOT TO GET THEM OUT OF OUR NEIGHBORHOODS

BUT TO GET THEM OUT OF OUR LIVES

THE SPECTACLE WISHED TO MAKE US APPEAR DREADFUL

WE INTEND TO BE MUCH WORSE



But what can we do?

understand
the problem

Before you buy - THINK!

Do you really need it?

Can you make one?

Can you do without it?

Can you reuse, repair or recycle what you already have?

If you feel you really do need to buy something -

Can you buy it locally?

Can you share it with others?

Is there a more ethical option?

You can get in touch with and establish power over your fears by means of a variety of rituals: try being naked with your friends and then with less familiar acquaintances, being intimate with people of the sex opposite the one you are used to touching, taking blindfolded tours of familiar and unfamiliar environments, starting frank conversations with strangers, climbing the ladders of water towers—nothing can multiply your capabilities like confronting the limitations you have set for yourself.

EAT
ORGANIC

OPEN an INFOSHOP

DON'T WASTE YOUR MONEY ON
MAGAZINES LIKE

COSMOPOLITAN

Please SLOW DOWN

It will save lives

1: Shifting the Global
Economy to Sustainability

GET

healthier

focus



Buy Nothing Christmas
RISE ABOVE IT

an Artist Collective

- a group of artists who work together to achieve a common goal = artist collective
- * sharing studio space
- * inspire socio-political awareness in the community through exhibits + gallery openings
- * share in cost of materials
- * equally share ownership, status, expenses, risks

An INFOSHOP IS A RADICAL SOCIAL CENTER

This completely free volunteer-run social center.

is a safe space for independent thinking
face-to-face communication, skill sharing,

community-building projects and

the distribution of alternative

media to further social, political, and
environmental consciousness.

would you like to join an artist collective
~~that~~ makes zines, stencils, songs, writings
whatever their hearts so desire!? Or
help ~~start~~ raise money or time
to opening an INFOSHOP?

EMAIL: zinesplease@ya hoo. com

Personal Empowerment

**"But what if I
get caught?"**

**Motherfucker,
you're already
caught. Better
ask yourself—
what if you
get free?**



REBUILDING STRUCTURES IN OUR MINDS THAT
HOLD STRONG THE TEST OF TIME. CONSUMING
VOIDS THAT ARE LONG CRODED OF ALL FORMS
OF LIFE. SEND A MESSENGER TO THEM WITH A
NOTE THAT SAYS AS OF RIGHT NOW WE ARE
TAKING BACK OUR PREMACHINE WAYS OF LIVING
LIFE. A DECLARATION OF CHANGE. ALL THE
FUTURE AND THE PRESENT CAN BE REPROGRAMMED
IN TIME. FOR ALL OF CREATION THESE WORDS CARRY
ON AND SHINE NEW LIGHT UPON THIS. BROKEN INTO
FUTURE PREDICTIONS OF ASSEMBLY LINE LIFE. I
MUST FUCKING SHUT IT DOWN. WE MUST
SHUT IT DOWN.

imaginative breakthroughs

Birth. Death.

Free your mind

energy

Good foods, fresh air and
sunshine, plenty of rest
and sleep

**LIFE IS ABOUT
CHOICES**

Small steps take me
from where I am...

Awakening
of Consciousness

An old Cherokee was teaching his young grandson one of life's most important lessons. He told the young boy the following parable:

"There is a light going on inside each of us. It is a terrible light between two wolves," he said.

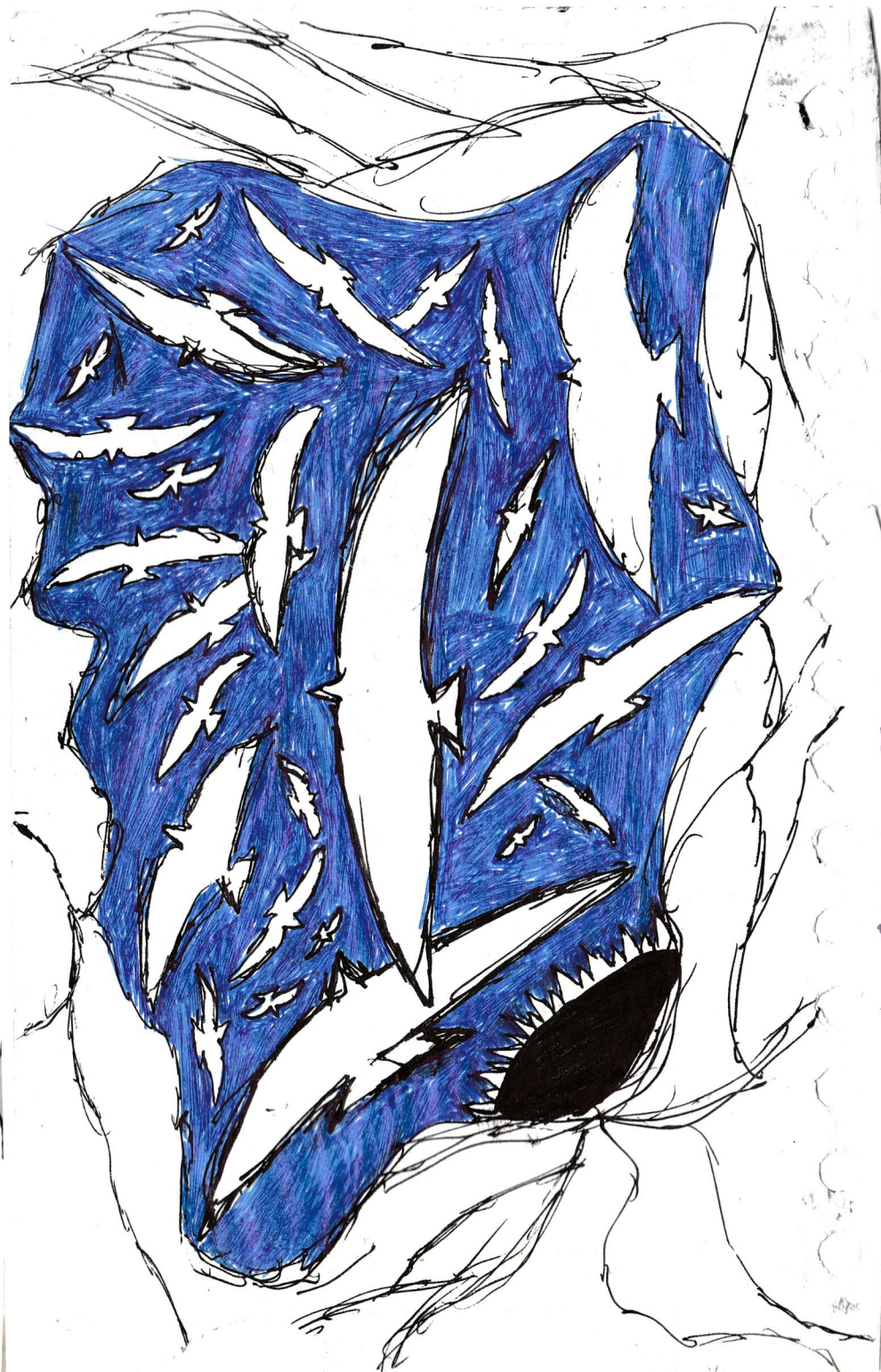
"One wolf is evil. He is anger, rage, envy, regret, greed, arrogance, self-pity, guilt, resentment, lies, false pride, superiority, and ego. The second wolf is good. He is joy, peace, love, hope, serenity, humility, kindness, empathy, truth, compassion, and faith."

The grandson thought about this for a moment. Then he asked his grandfather, "Which wolf will win this fight?"

The old Cherokee simply replied, "The one you feed."

SEE
WHAT'S
INSIDE

Fig 1. MAN IS INHERENTLY EVIL.



"Caminante,
no hay Camino,
se hace
Camino al
Andar"

"there is no
path. the
path is made
by walking"

TRUE STORY

He or she may become less com-
municative and increasingly spend time alone, will
usually perform poorly at school, and may experi-
ment with alcohol or drugs. All of these are symp-
toms of problems. If you notice these or other
marked changes in your teen-ager's behavior,

Place in a warm spot in direct sunlight.





I want to see the pieces fit into place.



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Cecilia and waving press

~~zines
please
pay 10.00.
60 m~~



THERE MUST BE MORE
TO LIFE THAN



5 CONSUMERISM